WYBC BUYER RESEARCH POLL

The purpose of this poll is to provide an analysis of the Yale market to aid prospective advertisers in reaching this group. We would appreciate your answering all questions frankly and as accurately as possible.

1. EXPENSES:

a) Outside of basic expenditures such as tuition, room, board, and books - how much money did you spend at Yale this year? __________

2. CLOTHING :

a) How many suits did you buy this year? ____ Av. price? ____

What brand? ________________________________

b) How many sportcoats did you buy this year? ______ Av. price?______

What brand? ________________________________

c) How many slacks did you buy this year? ______ Av. price? ________

What brand? ________________________________

d) Do you ever wear a hat? _____ If so, what brand? ______________

e) How many pairs of shoes do you buy per year? _____ Av. price?_____

3. ENTERTAINMENT:

a) How many weekends do you spend at woman's colleges per year? ______

b) Which colleges? ____

4. TRAVEL:

a) How far do you live from Yale? _____________

b) How often do you go home (number times per year)? ________________

c) How do you travel? ______________________

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a) If you have spent a vacation other than home, where? ____________________

5. CAR:

a) Do you have a car at Yale? _______ What brand? __________________

Estimated yearly expenditure? ___________

b) What brand of gas do you use? ______________ Gals. per month? ________

6. RADIO:

a) Is there a radio in your room? _______ What brand? ______________________

b) Is there a T.V. in your room? ________ What brand? ______________________

c) Is there a phonograph in your room? ______ What brand? _________________

78 r.p.m. __________ (place check mark after

33 1/3 r.p.m. _________ speed)

45 r.p.m. _______

d) What brand records do you buy?
1. _______________
2. _______________
3. _______________

e) How many records do you own? ____________________ (value basis).

7. PERSONALS AND MISCELLANEOUS:

What brands of the following do you use?

a) Beer _________________ b) Cigarettes ____________________________

c) Toothpaste ________________ d) Soap ___________________________

e) Razor (elect, or reg.) ___________ f) Razor blade __________________

g) Shaving cream __________________ h) Watch ______________________

i) Soft drink ________________ j) Newspaper ______________________

k) What magazines do you read? ____